

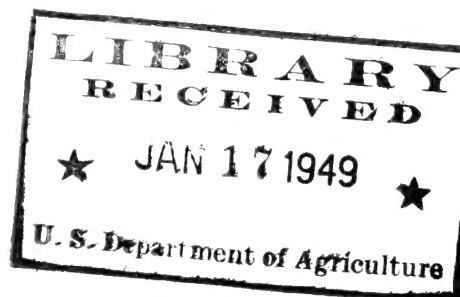
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Above All--for Quality



Iowa Grown

Gladiolus

Bulbs and Bulblets

1949

Northern Iowa Gladiolus Gardens

HAROLD STEARNS, Proprietor

21 North Second St.

Estherville, Iowa

Specializing in New Variety Starter Stocks for Hobbyists



The only "Recent Origination" of our own which we have for "Introduction" —(Blue-bellied Yankee X Roundhead, Dane) . . . So far, also really a good "Sport" in spite of the "Ballyhooing" he does for himself.



JAMES CLARION STEARNS

January 12, 1947

Named in memory of our life long friend and co-worker, James Stedman.

CODE OF ETHICS

As a member of the N.A.G.C. Commercial Growers Division we are engaged in the growing and selling of Gladiolus bulb stock. Since these items constitute a vital part of, and mean much to the homes of America and to the American way of life, we declare the following to be a statement of the principals and ethics which shall guide us in our dealings with our customers, with each other, and with the public.

SECTION 1

All descriptions of stock in our catalogues, folders, mailing pieces or other offerings shall be true and accurate to the best of our knowledge, shall apply to the stock therein offered and shall not misrepresent such stock.

All stock to a customer shall be commercially true to name as labeled and be as represented in our offerings of the same, to the best of our knowledge. No substitutions shall be made without the permission of the customer.

All stock shall be at the time of delivery of at least the size, grade and quality specified in our description or price list of the same, unless customer is notified of the unavailability of exact items ordered and agrees to accept a different size, grade or quality, with proper price adjustment.

All stock sent to customers shall be properly and correctly labeled as to variety, according to our best knowledge and belief.

All stock shipped, or delivered, shall be properly and securely packed to the best of our ability, to reach the customer in good growing condition.

Any guarantee made shall be regarded as a pledge of our business integrity and reputation and shall be honestly and strictly fulfilled to the best of our ability.

In our dealings with our customers and with each other, we shall at all times exhibit the same courtesy, fairness and adherence to the principals of justice that we might expect to receive ourselves.

Quality shall be of the quality as set up by the United States Plant Board. No wholesale listing of over 100 bulbs shall be advertised in our retail catalogues. Larger lots may be listed at quantity discounts, but not at wholesale rates.

SECTION 2.

We condemn as being strictly unethical, the following practices:

To deliberately misrepresent in advertising, catalogues, mailing pieces or in a verbal manner, any stock offered for sale.

To sell, or advertise for sale, any inferior or diseased stock of any kind knowing such conditions to exist.

To receive orders for stock advertised for sale and fail to ship, refund money, or advise customer of reason for delay within a reasonable length of time or as soon as reasonably possible.

To supply customers undergrade stock for a higher grade without advising customer of same and adjusting price to conform to grade supplied.

To deliberately disregard accepted standards and grades as generally understood among nurserymen with intent to defraud a customer.

To deliberately avoid fulfilling the terms of a guarantee or to make it difficult or impossible for a customer to recover losses under such guarantee.

As a member of the North American Gladiolus Council, Commercial Growers Division we subscribe to and agree to abide by, this CODE OF ETHICS in the conduct of our business.

HAROLD STEARNS
21 N. 2nd St.
Estherville, Iowa

Member: Commercial Growers Division, North American Gladiolus Council.

Sustaining member, New England Gladiolus Society.

Member, Iowa, Illinois, Minnesota, Wisconsin State Gladiolus Societies, Iowa Nurserymen's Association.

Greetings . . .

GLAD FAN FOLKS:

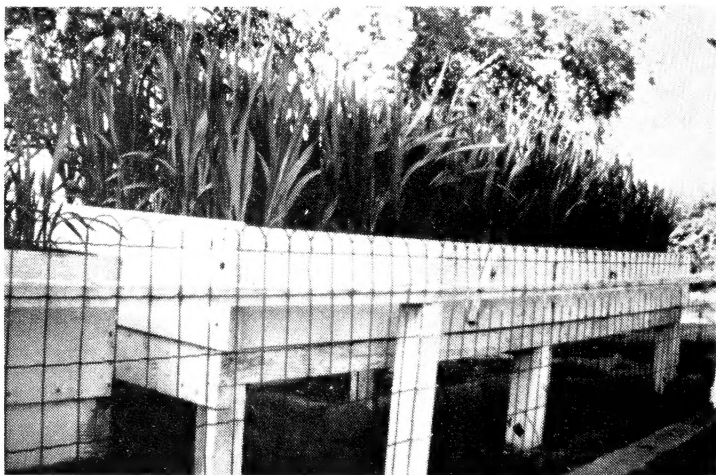
Greetings and salutations to all of you. Thank you for your nice orders and more especially for the appreciative acknowledgements. Our past growing season here has been very successful for us and I hope that this same may be true for all those of you who ventured in Gladiolus raising. Many of the newer varieties tried out for our first attempt at growing them appeared to live up to all that was claimed for them by their Originators, however, being myself like many others who in spite of all else still have their individual preferences as to style and coloring—I prefer the pastels and ruffled of medium sizes—being prejudiced especially against some with certain prominent markings, it would not do for me to write as a valuator of them while consideration should be given their other admitted good qualities. We are still growing and offering for sale many of the older favorites which still are what the cut flower Buyers and local Florists seem to believe—judged by our volume of such sales—to be hard to beat, that are inexpensive in price. There are many meritorious varieties grown and offered for sale that we do not list, each individual grower must limit themselves at some certain number. Each year we must discard some varieties, often times disliking to do so, in order to try out newer originations. None have ever been offered for sale that we did not candidly believe worthy of culture. In conclusion we would wish to repeat that regardless of whence you may order anticipated plantings from, we wish to all of you, “Happy growings”.

BULBLET STOCK

(Reprint from our 1945 listing)

“The statement that certain varieties of Gladiolus Bulblets do not germinate to a high percentage of the number planted is true if taken in the sense as we culture them. Gladiolus in their originality are a native of equatorial Africa, its natural environment the wet “rainy” season during which it grew, and the arid “dry” season during which it remained dormant, its “resting” period. With the tendencies of Nature to perpetuate herself against adversities — some bulblets would germinate the first growing season, many not until after succeeding ones. It has been discovered in our modern culture that in order to procure a greater germination of Bulblets during our season’s planting period that we may obtain better results by soaking Bulblets in

water for a period of time shortly previous to their being planted. An even better method, one practiced by many before planting the rarer high priced ones, is to peel or at least break their hard shell by rolling between thumb and finger before planting them. Adverse opinion as to the size of planting stock needed to produce good sized bloom notwithstanding, many varieties, especially those of newer originations will produce an astonishing percentage of good sized bloom even from bulblet stock”. This past season we planted bulblet stock of seventy new varieties, all were peeled before planting, several germinated 100 percent as to variety, perhaps we were fortunate but none germinated less than 90%.



The above illustration shows some of our bulblet stock as of August 15, 1948, planted the first week of May. Individual “tanks”, each of which will accommodate approximately 700 bulblets are used for growing new varieties. While this method might rightly be considered “pampering” yet a more perfect control may be had as to their propagation.

TERMS AND PRICES

We aim to sell only stock complying with the provisions outlined in the "Code of Ethics" on page one, however, climate, soil and cultural methods being beyond our control we can not guarantee resulting crops. All orders of a \$3.00 minimum will be accepted and forwarded pre-paid within the United States, subject to prior sale and will be filled in rotation as received up until May first. Cultural directions will be included with all orders. We cordially invite any who might have the opportunity and wish to do so to inspect our bulbs while in storage or during the growing season at any time.

SPECIAL DISCOUNT

To those who may express their willingness to pay the carrying charges on retail orders; make a 10% cash discount off the total cost price of your orders in remittance, in addition to this I will also include a 10% valuation of the total to you in bulbs of Daisy Mae and/or Leading Lady, gratis.

GLADIOLUS SOCIETIES

All Gladiolus growers can do their part in furthering the interests of the Gladiolus by joining State and National Gladiolus Societies. The North American Gladiolus Council has become the leading National Society and is affiliated with most of the several States and Canadian societies. Their quarterly bulletin contains the very latest and best of information pertaining to Gladiolus, subscribing membership to the same may be received by mailing \$1.00 which includes a year's dues to their Membership Secretary, Mr. Alfons Bazdorf, Lincoln Park, New Jersey.

VARIETY COLOR CLASSIFICATION

In consideration for those prospective Customers who choose and purchase by color rather than by name, we list those which are offered herein according to the Color Classification as adopted by the North American Gladiolus Council. Those under each general color class contain all shades of that particular color together with and/or without markings.

WHITE: Florence Nightingale, Heavenly White, Lady Anne, Myrna, Silver Court, Silver Wings, Snow Bank, Snow Princess, Snow White, Surfside, The Bride, Texas.

CREAM: Blondie, Lady Jane, Leading Lady, Oriental Pearl, Pacifica, White Gold.

YELLOW: Crinkle Cream, Discovery, Elizabeth Maier, Gleam, Golden Arrow, Golden Teton, Harvest Moon, Klondike, Ruffled Beauty, Spotlight.

BUFF: Dr. Whitelby, Sunlight, Sunspot, Susquehanna.

ORANGE: Daisy Mae, Gratitude, Kestrel, Larime, Payroll, Red Penny, Trocadero.

SALMON: Brittany, Dieppe, Destiny, Genghis Khan, Glamis, Harmau, King William, K&M's Triumph, Treasury Gold.

SCARLET: Algonquin, Commando, Liberator, Mercury, Regent, Southern Drama, Tarawa.

PINK: Algoma, Bridesmaid, Corona, Ethel Cave-Cole, Ladrone, New Era, Orange Gold, Peggy Lou, Personality, Phantom Beauty, Rosa van Lima, Summer Gal, Treasure Island.

RED: Animation, Armada, Birch Red, Black Magic, Black Opal, Dr. Kempton, Firebrand, Kenwood, Matoaka, Mighty Monarch, Ohio Nonpareil, Rewi Fallu, Rocket, Royal Robes, Stoplight.

ROSE: Burma, Miss Wisconsin, Rose Defiant, Rose O'Day, Sensation.

LAVENDER: Badger Beauty, Colonial Maid, Elizabeth the Queen, Myrna Fay, Poets Dream.

PURPLE: Brocade, Elanora, King Lear, Rangoon.

VIOLET: Abu Hassen, Blue Lagoon, Star Dust, Tiefland.

SMOKY: Beltrami, High Finance, Zuni.

ANY OTHER COLOR: Buckeye Bronze, King Tan, Robinson Crusoe, Vagabond Prince, Zacatey.

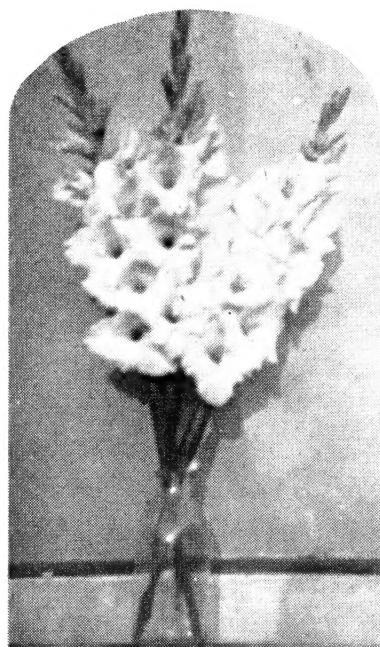
STARTER PLANTING UNITS

For the benefit of Hobbyists who might wish to get a start with such newer varieties as we have stock enough of to offer, we are listing the same made up in mixed sizes for this purpose. Following the variety is its classification number, name of Originator, year introduced, average number of days between planting and blooming period, then a brief description and comment given which has been made as to that variety.

- ALGOMA—441. Butt—1944. (85) Buff pink with reddish throat marks. Builds great formal spikes with 8-10 large florets open. Always straight and tall.1 L, 1 M, 1 S, 5 Blbts., Unit—\$1.25
- ANIMATION. Butt. New, large bright red with cream throat lines. Florets are very large, well attached and placed. Tall, sturdy straight spikes...2 M, 5 Blbts., Unit—\$1.75
- ABU HASSAN—378. K. & M.—1947. (77) Dark violet blue, good for this color, straight spikes with good height.....2 M, 10 Blbts., 50c
- BIRCH RED—542. Rich—1945. (90) Deep red, very tall. Florets large and well placed1 S, 4 Blbts., \$1.00
- BLUE LAGOON—478. Snyder—1946. (70) Deep violet. Will open 5 of 16 buds of 21-inch head1 M, 1 S, 5 Blbts., \$2.00
- BLONDIE—306. Lins—1948. Ruffled cream blending into a deeper cream yellow throat. Produces good straight spikes and flower heads of 18 buds. Good form and texture.....1 M, 5 Blbts., \$2.25
- BLACK MAGIC—454. Errey—1939. A very good black red, large florets, long spikes.....2 S, 5 Blbts., 75c
- BRITTANY—430. Palmer—1945. (90) Light rose salmon, slightly darker throat. Florets very large, frilled, well placed on double row.....3 S, 10 Blbts., \$1.00
- BROCADE—470. Palmer—1945. (85) Ruffled purple, large florets with many open, spikes always straight, very attractive.....2 M, 2 S, 10 Blbts., \$1.25
- BRIDESMAID—540. Wheeler—1945. (80) Giant light pink....1 L, 2 M, 3 S, 10 Blbts., 75c
- BURMA—562. Palmer—1943. (88) Rose red with purple shading, lighter throat. Large deeply ruffled florets, many open at once.....2 L, 4 M, 10 S, 50 Blbts., \$1.00
- CRINKLECREAM—410. Ellis—1940. (86) Lemon yellow, large well attached florets.....2 L, 4 M, 4 S, 20 Blbts., \$1.00
- COMMANDO—536. Palmer—1943. (85) Light scarlet red, large florets, long straight spikes2 M, 10 Blbts., 50c
- DAISY MAE—420. Lins-Ruble—1945. (90)) Large, well attached orange pink florets with rosy red throat. Very tall.....2 L, 4 M, 6 S, 10 Blbts., \$1.50
- DESTINY—536. Butt—1943. (85) Salmon red with white line on the lower petal, very tall strong spikes, long flower heads, large florets.....1 L, 2 M, 3 S, 10 Blbts., 75c
- DIEPPE—432. Hassel—1945. (85) Light red with scarlet throat, large ruffled florets on tall straight spikes.....3 M, 10 Blbts., 65c
- DISCOVERY—511. Baerman—1943. (85) Large yellow with reddish blotch, ruffled.....2 M, 3 S, 10 Blbts., 50c
- DR. KEMPTON—Chamberlin—1939. (85) Large light red.....4 M, 10 Blbts., 50c
- DR. WHITELEY—516. Riley—1943. (85) Giant buff, large florets on tall straight spikes1 L, 2 M, 3 S, 10 Blbts., 75c
- ELIZABETH MAIER—310. Maier—1944. (85) Does not grow very large, but a good clean yellow, nice straight spikes.....2 M, 2 S, 5 Blbts., \$2.00
- FIREBRAND—452. Butt—1944. (85) Bright scarlet with cream line in throat, tall spikes with many open well placed florets.....1 L, 1 M, 1 S, 10 Blbts., 50c



Just what we mean when we say
"long straight spikes". Above—
White Gold from number 4 bulb.

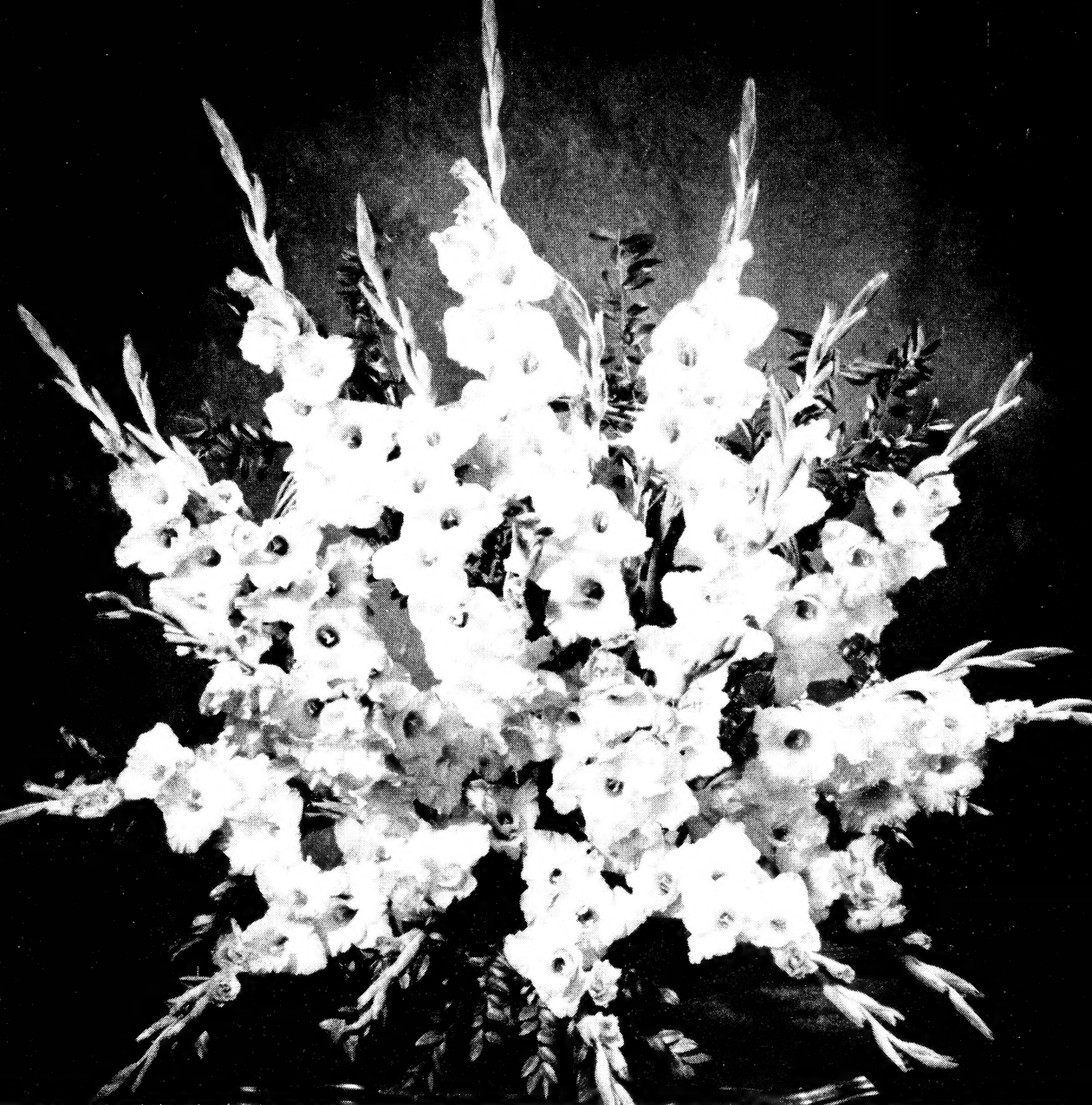


LADY JANE

Although now considered an
"old timer" Lady Jane has
been and still is one of our
favorites. We have what we
believe to be a good sport of
this variety which we may
sometime introduce for com-
mercial propagation.

- FLORENCE NIGHTINGALE—500. Harris—1947. (85) New white, large well placed
florets 1 M, 4 Blbts., \$1.00
- GENGHIS KHAN—432. Scheer—1941. (80) Rosy pink ruffled florets that are well ar-
ranged on tall spikes 2 M, 2 S, 5 Blbts., \$1.00
- GLEAM—410. Fischer—1946. (77) Gleaming light yellow ruffled florets, medium height
spikes 1 L, 1 M, 1 S, 10 Blbts., \$1.00
- GRATITUDE—424. Fischer—1946. (75) Salmon-orange with yellow throat blotch, large
florets on tall wiry stems 1 M, 2 S, 5 Blbts., \$1.00
- GOLDEN ARROW—510. D. S. Pruitt—1947. (85) Excellent clear pale yellow, tall spikes
and long flower head 1 M, 1 S, 5 Blbts., \$1.50
- HEAVENLY WHITE—400. Moses—1944. (70) Rosa van Lima sport, lavender tinted
white 1 L, 2 M, 3 S, 10 Blbts., 75c
- KESTREL—420. Palmer—1945. (80) Orange peach with yellow throat, many large open
florets, very showy 1 L, 1 M, 2 S, 5 Blbts., \$1.00
- KLONDIKE—412. Snyder—1947. (75) Deep yellow with a reddish blush, long flower
head, bloom well placed and attached 1 L, 1 M, 1 S, 5 Blbts., \$3.50
- LADY ANNE. Buchanan—1947. New large ruffled white, small yellow throat
area Blbts. only, 10c each, 10—75c
- LADRONE—433. Palmer—1947. (90) Rose pink with yellow throat, large florets, tall
spikes, a fine glad 1 L, 1 M, 1 S, 5 Blbts., \$1.75

LEGIONAIRE. Butt. Maroon with purple cast ruffled florets well placed on tall spikes	1 L, 2 M, 2 S, 10 Blbts., \$1.00
LEADING LADY—506. Johnson—1942. (87) Cream white sport of Picardy, a good glad and is one of the most popular of the newer varieties	2 L, 4 M, 6 S, 40 Blbts., \$1.00
LARIME—425. Wilson—1943. (90) Deep orange, blotched. Open 8 of 20 buds, 22-inch heads	1 L, 1 M, 1 S, 10 Blbts., 75c
MIGHTY MONARCH—552. Butt—1946. (88) Intense dark scarlet giant, straight sturdy spikes, immense blooms well placed	1 L, 1 M, 2 S, 5 Blbts., \$1.75
MYRNA FAY—466. Lins—1946. (75) New early lavender, 7-8 medium sized well placed florets open on long head	1 L, 1 M, 1 S, 10 Blbts., \$2.75
MISS WISCONSIN—460. Krueger—1943. (90) A fine rose colored glad, 8 open florets on long heads, consistent performer	1 L, 2 M, 3 S, 10 Blbts., \$1.25
ORANGE GOLD—442. Marshal—1945. (80) Beautiful blend of deep orange with yellow throat, slightly frilled, very vigorous plants	1 L, 2 M, 10 Blbts., 65c
ORIENTAL PEARL—506. Carlson—1946. (85) Pearly cream colored giant. Usually opens five florets over a wide spread out head. Quite a show winner ..	2 M, 5 Blbts., \$1.00
PERSONALITY—542. Butt—1947. (85) Self colored rose pink, large florets on tall heavy spikes, 8 or more open on normal 20 buds	1 L, 1 M, 1 S, 5 Blbts., \$2.00
POET'S DREAM—366. C. Fischer—1946. (85) A beautiful ruffled lavender, tinted-cream throat. Tall strong stems. Mr. Fischer may be justly proud of this origination	1 L, 1 M, 1 S, 5 Blbts., \$1.00
PHANTOM BEAUTY—540. Bastian—1947. (85) Blush pink, opens up to 10 "persion placement florets, on persion placement spikes"	Bulblets only—50c each
RANGOON—471. Palmer—1943. (75) Deep purple red, intensely ruffled. Medium height spikes but good sized florets firmly attached	1 L, 1 M, 1 S, 5 Blbts., 75c
ROSE O'DAY—560. Fischer—1944. (70) Distinctive large rose color. Opens 10 large florets, tall straight spikes	1 L, 1 M, 2 S, 10 Blbts., \$1.00
ROBINSON CRUSOE—490. Lins—1944. A sensational novelty. Mr. Lins calls this the "Marbled Glad"	1 M, 5 Blbts, 75c
ROYAL ROBES—450. Lins—1947. (80) Beautiful intensely ruffled red, well attached florets of heavy substance and fine texture on medium sized spikes ..	1 M, 5 Blbts., \$1.50
SILVER WINGS—500. Ritsema—1944. (88) A clean, white sport of Picardy, ruffled	1 L, 2 M, 2 S, 10 Blbts., 65c
SILVER COURT—400. Lins—1943. Pure white florets of good substance and texture on straight spikes with long flower heads	1 M, 5 Blbts., \$2.50
SPOTLIGHT—413. Palmer—1944. (80) Medium yellow with small scarlet blotch on tall spikes	Bulblets only, 10—25c
STARDUST—262. Butt—1944. Light violet blue florets perfectly arranged in double row on straight spikes of good height. A beautiful glad	1 L, 1 M, 2 S, 10 Blbts., 75c
SUN SPOT—417. Roberts—1945. (80) Light apricot buff with rose spot in throat. Florets large and ruffled, good placement, tall straight spikes	Bulblets only, 2—25c
SUNLIGHT—416. Spiller—1946. (85) Slightly ruffled rose-pink with golden center, all of which gives brilliant light orange appearance	1 L, 1 M, 1 S, 5 Blbts., \$1.50
SUMMER GAL—542. Zimmer—1944.. (80) Slightly ruffled geranium pink with rose feather, large florets, 6-8 open	1 M, 5 Blbts., \$1.50
SUSQUEHANNA—416. Herridge—1943. (90) Large clear peach buff, cream throat, tall straight stems	2 L, 2 M, 2 S, 25 Blbts., 75c



A Beautiful Basket of Poet's Dream

—Cut Courtesy of Noweta Gardens

TARAWA—336. Palmer—1946. (80) A brilliant colored glad of bright scarlet with yellow throat bands, will open 8-9 florets on medium height spikes. Bulblets only, 5—25c

THE BRIDE—500. D. S. Pruitt—1947. (85) Pure white with lavender feather, 8 of 18 buds open, long flower-heads.....Bulblets only, 25c—each

TEXAS—500. Buchanan—1947. (70) New exhibition early clear white 1 L, 1 M, 1 S, 10 Blbts., \$1.25

TREASURE ISLAND—542. Lins—1947. (90) Large ruffled light orchid pink, large wide-open well placed and attached florets, tall straight spikes..... 1 M, 5 Blbts., \$1.50

TROCADERO—424. Lins—1946. (87) Brilliant self color orange, ruffled florets wide open and well attached. Tall spikes and long flower-heads..... 1 M, 5 Blbts., \$1.00

HOME GARDENERS — POPULAR VARIETIES

The following varieties although moderately priced are still the favorites with a lot of Gladiolus lovers. For general cutflower purposes they are as good as the best to be obtained in anything near their price range, a few short years time ago they were the world's best originations. Your choice of the following may be obtained in

large sizes10 for 50c; (5 for 25c)

ALGONQUIN—Large bright scarlet	MATOAKA—Large black red
BADGER BEAUTY—Large lavender	NEW ERA—Large light pink
BLACK OPAL—Large black red	PEGGY LOU—Large deep pink
CORONA—Large light pink-picotee edge	REGENT—Large scarlet
COLONIAL MAID—Tall straight lavender	REWI FALLU—Large black red
ETHEL CAVE-COLE—Large light pink	RED PENNY—Medium orange red.
ELIZABETH THE QUEEN—Large ruffled lavender	ROSE DEFIANT—Large deep rose
GLAMIS—Large ruffled salmon	RUFFLED BEAUTY—Large ruffled yellow
GOLDEN TETON—Large deep yellow	ROCKET—Large light red
HARVEST MOON—Large yellow	ROSA VAN LIMA—Large light pink
HARMAU—Large salmon	SNOW PRINCESS—Large white
KING LEAR—Large ruffled purple	SNOW WHITE—Large ruffled white
KING TAN—Large A.O.C.	SURFSIDE—Large white
LADY JANE—Large cream	TREASURY GOLD—Large golden salmon
MERCURY—Large brilliant scarlet	TIEFLAND—Medium dark violet
MYRNA—Large ruffled white	VAGABOND PRINCE—Medium A.O.C.
	WHITE GOLD—Giant cream

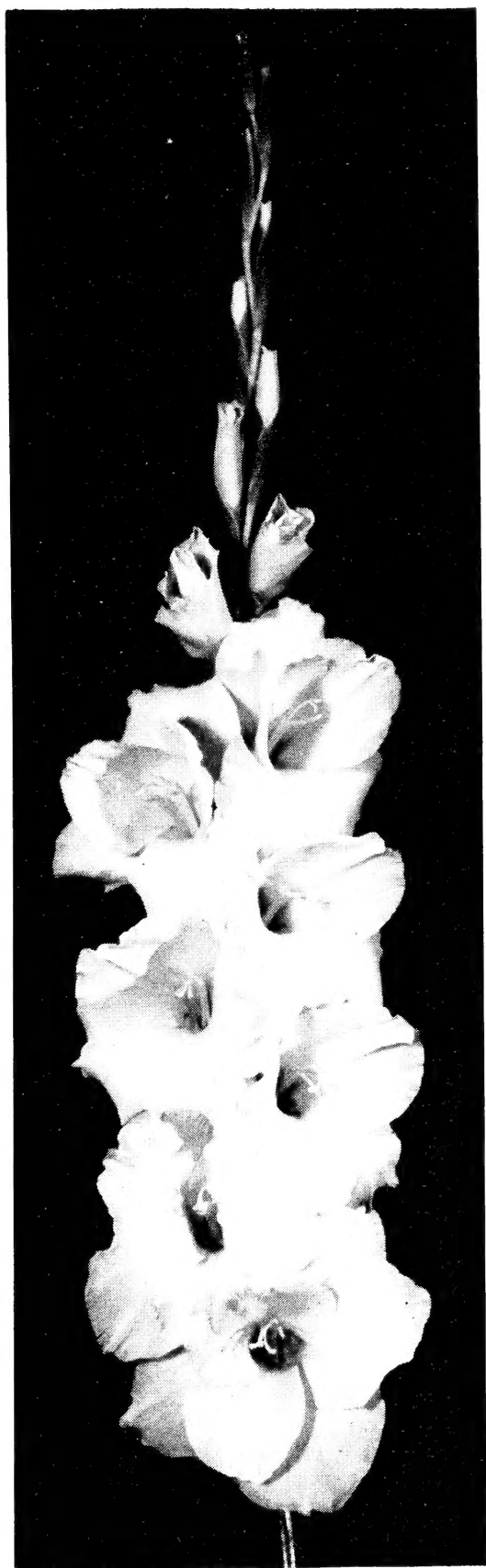
LATER INTRODUCTIONS — POPULAR VARIETIES

The following are 10c each for large, 3—25c 10—80c Medium 10—60c.

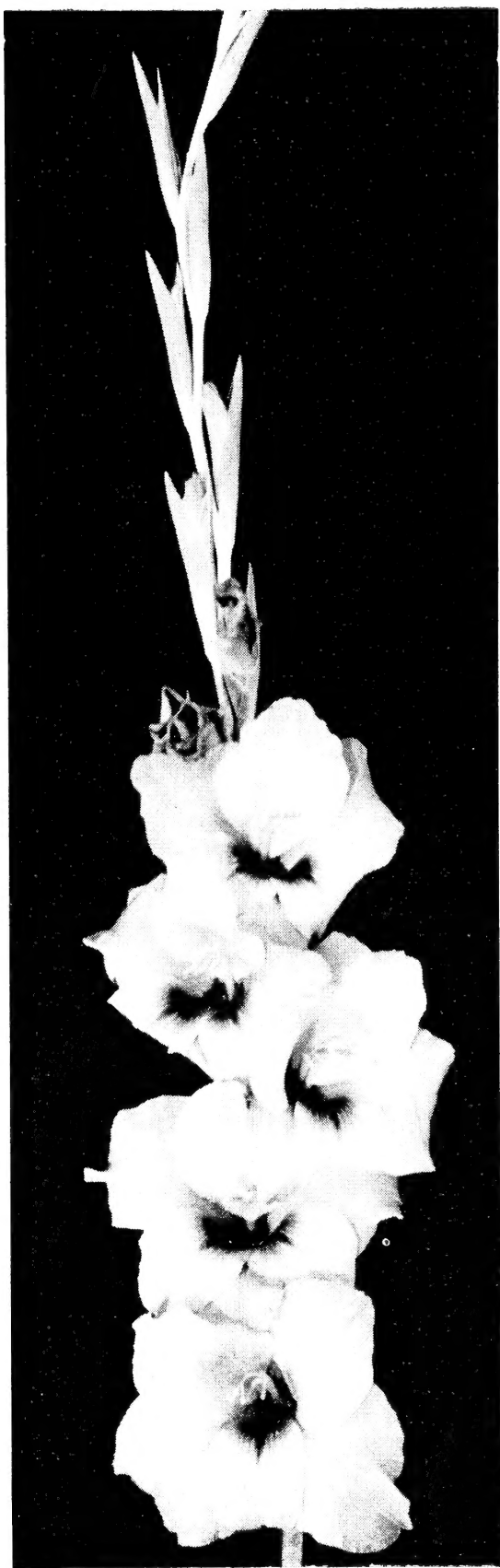
BELTRAMI—Rose smoky. BUCKEYE BRONZE—A.O.C. ELANORA—Large purple. HIGH FINANCE—Giant smoky. KING WILLIAM—Large salmon. KENWOOD—Large deep red. OHIO NONPAREIL—Giant red. PACIFICA—Large pale cream. PAY ROLL—Large orange. STOPLIGHT—Large ruffled red. SENSATION—Giant ruffled rose. SNOW BANK—Large white. ZACATEY—Large A.O.C. ZUNI—Large rose smoky.

Priced singly for large, medium, small and bulblets, these may be ordered at 10 for 8 times the single price.

	Per Each Bulb			Bulblets
	L	M	S	
ARMADA—large deep red.....	15c	10c	5c	25-25c
BRIDESMAID—light pink	25c	15c	10c	15-25c
BURMA—Giant deep rose.....	2-25c	3-20c	3-10c	50-25c
CRINKLE CREAM—ruffled yellow.....	15c	10c	5c	25-25c
DAISY MAE—orange salmon.....	35c	20c	10c	10-25c
DESTINY—salmon red	20c	15c	10c	20-25c
DISCOVERY—giant yellow	15c	10c	5c	25-25c
DR. WHITELBY—giant buff.....	15c	10c	5c	25-25c
DR. KEMPTON—large red.....	15c	10c	5c	25-25c
K&M'S TRIUMPH—salmon	15c	10c	5c	25-25c
LEADING LADY—cream	2-25c	3-20c	3-10c	40-25c
LIBERATOR—scarlet	10c	2-15c	3-10c	35-25c
MISS WISCONSIN—rose	35c	25c	10c	10-35c
RED CHARM—red scarlet.....	10c	2-15c	3-10c	35-25c
SOUTHERN DRAMA—scarlet	15c	10c	5c	25-25c
SUSQUEHANNA—large buff	15c	10c	5c	25-25c



LEADING LADY



DAISY MAE

- Cuts Courtesy of Noweta Gardens



—Photo by A. A. Halleck

Recent display by one of our several local Florist customers who use our commercial varieties exclusively each season for Gladiolus bloom, floral pieces and bulb resales.

